



THE
INDUSTRIAL
ART

LEAGUE

THE ARTS & CRAFTS
ORDERS TAKEN HERE

“**T**O evoke in oneself a feeling one has once experienced, and having evoked it in oneself, then by means of movements, lines, colors, sounds, or forms expressed in words, so to transmit that feeling that others may experience the same feeling—this is the activity of art.”

“Art is a human activity, consisting in this, that one man consciously, by means of certain external signs, hands on to others feelings he has lived through, and that other people are infected by these feelings, and also experience them.”

Leo Tolstoi.



The Industrial Art League

264 MICHIGAN AVENUE, CHICAGO

OFFICERS

FRANK O. LOWDEN, Pres.

HENRY W. ROGERS, V. Pres.

OSCAR L. TRIGGS, Sec'y.

NEWTON A. PARTRIDGE, Treas.

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EXECUTIVE COMMITTEE

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WILLIAM R. HARPER

OSCAR L. TRIGGS, Secretary.

A LEAGUE OF THE INDUSTRIAL ARTS

THE modern Arts and Crafts movement has for its central idea the association of art and labor. It encourages individuality of work. It asserts the educational value of the handicrafts. It upholds quality of production as against mere cheapness. It takes into account the individuality of those who buy and use goods. It leads to kindred life and helpful fellowship. It is the true root and basis of all other art. Says Walter Crane: "If there is no room or chance of recognition for really artistic power and feeling in design and craftsmanship—if art is not recognized in the humblest objects and materials, and felt to be as valuable in its own way as the more highly rewarded pictorial skill—the arts cannot be in a sound condition; and if artists cease to be found among the crafts there is great danger that they will vanish from the arts also."

The Industrial Art League is incorporated as a non pecuniary corporation with the object of promoting the industrial arts.

The League aims

- 1) to provide workshops and tools for the use of guilds of artists and craftsmen, and means for the exhibition and sale of their products;
- 2) to give instruction in the arts and crafts;
- 3) to establish industrial art libraries and museums;
- 4) by publications and other appropriate means to promote the arts and crafts.

The government of the League is vested in a president, secretary, treasurer, and a board of trustees.

Any person contributing ten dollars to the League will become a member of the League for the period of one year. Life membership is constituted by the payment of one hundred dollars.

A guild shop is conducted by George L. Schreiber at 5001 Lake avenue. This is a workshop functioning also as a school. Other workshops, representing different crafts, are operated in association with the League.

A sales room for the exhibition and sale of works of handicraft is maintained at 264 Michigan avenue. The sales room, in charge of Mrs. H. C. Brainard and Mrs. H. B. Mason, is conducted without profit, the entire proceeds, less the expenses of selling, returning to the workers.

A library and reading room will be established in connection with the sales room at 264 Michigan avenue.

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**“One day weshall win
back art again to our
daily labor ; win back
art, that is to say, the
pleasure of life, to the
people.”**

WILLIAM MORRIS